

G.D.VAJRA

BAROLO

BARBERA D'ALBA

DENOMINAZIONE DI ORIGINE CONTROLLATA

SUPERIORE 2024 



“ ‘A Barbera that behaves like a Barolo’ is the expression used by old farmers to describe some special Barbera after an adequate aging. This is what we ask of our Superiore: to express her thousand profound emotions.

”

Aldo Vaira

DESCRIPTION: Our Barbera d'Alba DOC Superiore is born from the estate's most heroic vineyards. Grown on steep, limestone-rich slopes, these vines yield a tiny yet extraordinary crop. The grapes—distinguished by their small berries, thick skins, and intense aromatics—give rise to a wine of rare depth and fragrance. This is our tribute to the oldest vines planted by our great-grandfather, Carlo “Carlin” Vaira, in 1949.

VARIETY: 100% Barbera.

VINEYARD AND TERROIR: A selection of the estate's steepest, lowest-yielding vineyards.

GROWING: In 1971, Aldo Vaira, then still a university student, was among the earliest to embrace organic farming in Piemonte. For more than five decades, our vineyards have been nurtured through permanent grass cover and spontaneous vegetation, preserving soil structure, enhancing microbial life, and fostering natural balance. These practices also encourage deeper root systems and ensure good water retention and soil oxygenation, allowing the vines to explore the subsoil and build natural resilience. The estate is certified organic and Equalitas sustainable. With an extraordinary level of manual work per hectare, farming at Vajra remains a labor of love, guided by observation, humility, and daily presence in the vines. Continuous research supports the vitality of our soils and the biodiversity of flora and fauna, extending beyond the vineyards into surrounding fields and woodlands, with the purpose of strengthening the resilience of the entire ecosystem.

VINTAGE: 2024 is set to deliver wines of fresh aromatics, moderate alcohol level and irresistible drinkability. Winter came late and so did the snow on the mountains. Budbreak was first recorded on March 11th, threatened by frost a month later. Starting in May, abundant rain marked the growing season, causing sustained fungal pressure and intense vineyard work. Temperatures rose eventually, turning 2024 into a warm vintage, with a significant hailstorm episode in early August on the western slopes between La Morra and Novello. Harvest started on August 30th and finished - intertwined by numerous rainfalls - on October 24th. This was one of the most demanding vintages since 1972, with close-to-heroic work in the vineyards. We are proud to confirm that we persevered in our organic commitment and were able to harvest gorgeous fruit, if in reduced yields.

HARVEST AND WINEMAKING: In 2024, fruit was harvested between September 28th and October 6th. Vinification lasted an average of 45 days. Following gentle extraction through punch-downs, the cap was submerged. Spontaneous malolactic fermentation followed in stainless steel vats.

AGING: The 2024 Barbera d'Alba Superiore matured for 4 months in Slavonian oak casks, followed by an average of 5 months in stainless steel. Bottled on August 18th.

TASTING NOTES: The 2024 Barbera Superiore shows a deep ruby hue. The nose opens with violet, leading into plum, cherry, blackcurrant, and raspberry, lifted by subtle balsamic tones and gentle spice. On the palate, it is rich yet vibrant, with freshness energizing a core of dark fruit and silky tannins. The finish is long, persistent, and gracefully balsamic. A Barbera of harmony, energy, and compelling depth.

FORMAT: 0,75L.



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